

# ORDER



**Orders**  
**Order / Rev:** 158922  
**Alt Order #:** 06818034  
**Product Desc:** DCCC  
**Estimate:** 1198  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 05/24/12 / 08/29/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:** Maura Gilroy  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007-3674

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC Democratic Congressional Can  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 99  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 09/29/09  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	30	\$26,325.00	\$22,376.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$26,325.00	\$22,376.25	0.00
<b>Totals</b>	<b>30</b>	<b>\$26,325.00</b>	<b>\$22,376.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	21%	\$26,325.00
Market	100%	\$125,357.14

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	11%	\$13,789.29
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	35%	\$43,875.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	33%	\$41,367.86
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Product Desc: DCCC  
Estimate: 1198  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/16/12	10/19/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a -TWTF--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$350.00		0.00			
E 2	All	10/16/12	10/19/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a -TWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$600.00		0.00			
E 3	All	10/20/12	10/20/12	Saturday Today Saturday Today	CM	Sa 5a-7a -----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
SATURDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$350.00		0.00			
E 4	All	10/16/12	10/19/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -TWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$850.00		0.00			
E 5	All	10/16/12	10/19/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a -TWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$850.00		0.00			
E 6	All	10/22/12	10/22/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$250.00		0.00			
E 7	All	10/22/12	10/22/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
EYEWITNESS NEWS 4 @ NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$275.00		0.00			
E 8	All	10/16/12	10/19/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p -TWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$400.00		0.00			
E 9	All	10/16/12	10/19/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p -TWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
EYEWITNESS NEWS @ 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$850.00		0.00			
E 10	All	10/16/12	10/19/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p -TWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
EYEWITNESS NEWS @ 6PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$1,100.00		0.00			
E 11	All	10/21/12	10/21/12	News 4 Special @ 430p News 4 Special @ 430p Sun	CM	Su 430p-5p -----S	:30	1	\$550.00	1	0.00	NM	1	\$550.00
EYEWITNESS NEWS AIRS SUN 430-5P SE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	10/21/12	10/21/12	News 4 Special @ 430p News 4 Special @ 430p Sun EYEWITNESS NEWS AIRS SUN 430-5P SE	CM	Su 430p-5p	:30	1	\$550.00	1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$550.00			0.00			
E 12	All	10/22/12	10/22/12	Monday Prime C Monday Prime C ROCK CENTER W/WILLIAMS	CM	M 9p-10p	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1		\$1,200.00			0.00			
E 13	All	10/18/12	10/18/12	Thursday Prime A Thursday Prime A COMMUNITY/PARK & RECREATION	CM	Th 7p-8p	:30	1	\$1,200.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1		\$1,200.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/15/12-10/21/12	Thursday Prime A		Th 7p-8p		---Th-----	:30	<del>(\$1,200.00)</del>	0.00	NM		
				Credited [preempted spots]										
E 14	All	10/19/12	10/19/12	Friday Prime B Friday Prime B GRIMM	CM	F 8p-9p	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1		\$1,100.00			0.00			
E 15	All	10/19/12	10/19/12	Friday Prime C Friday Prime C DATELINE NBC	CM	F 9p-10p	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1		\$1,100.00			0.00			
E 16	All	10/20/12	10/20/12	Saturday Prime C Saturday Prime C LAW & ORDER: SVU	CM	Sa 9p-10p	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$800.00			0.00			
E 17	All	10/21/12	10/21/12	NFL (Sunday) NFL (Sunday) SUN NT FB: PITT @ CIN	CM	Su 6p-930p (6:30 PM-9:30 PM)	:30	1	\$2,700.00	2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$2,700.00			0.00			
E 18	All	10/16/12	10/19/12	News 4 @ 10p M-F News 4 @ 10p M-F EYEWITNESS NEWS @ 10PM NM GAMEDAY	CM	M-F 10p-1035p	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2		\$1,400.00			0.00			
E 19	All	10/16/12	10/19/12	The Tonight Show The Tonight Show TONIGHT SHOW WITH JAY LENO	CM	M-Th 1035p-1135p	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2		\$500.00			0.00			
E 20	All	10/20/12	10/20/12	Saturday Night Live Saturday Night Live SAT. NIGHT LIVE	CM	Sa 1030p-1205a	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$700.00			0.00			
E 21	All	10/21/12	10/21/12	Access Hollywood Su 11p Access Hollywood Su 11p ACCESS HOLLYWOOD WK	CM	Su 1105p-1205a	:30	1	\$300.00	1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$300.00			0.00			
E 22	All	10/22/12	10/22/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	:30	1	\$850.00	1	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EYEWITNESS NEWS @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----		1		\$850.00	0.00						
E 23	All	10/22/12	10/22/12	News 4 @ 6p M-F	CM	M-F 6p-632p	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				News 4 @ 6p M-F											
EYEWITNESS NEWS @ 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----		1		\$1,100.00	0.00						
E 24	All	10/22/12	10/22/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				News 4 @ 10p M-F											
EYEWITNESS NEWS @ 10PM NM GAMEDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----		1		\$1,400.00	0.00						
N 25	All	10/18/12	10/18/12	Thursday Prime B	CM	Th 8p-9p	---T---	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
				Thursday Prime B											
COMMUNITY/PARK & RECREATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---		1		\$1,200.00	0.00						
Totals													30	\$26,325.00	